



## **Greg Pritchard**

### **Senior Vice President, International Development**

Greg Pritchard is the SVP of International Development at GumGum. Under his leadership GumGum has expanded into EMEA and APAC, opening in London in 2015 and Sydney in early 2016 while launching strategic partnerships with agency holding groups, trading desks and premium publishers across these markets.

Greg joined the company in 2010 to lead business development for GumGum's in-image advertising platform. Greg was instrumental in the development and successful launch of GumGum's Canvas and In-Screen ad formats. Greg also drove the strategy and go-to-market for GumGum's premium programmatic offering, overseeing partnerships with The Trade Desk, Xaxis and Accuen among others.

Before joining GumGum, Greg spent three years in sales and business development at Business.com, working directly with the largest global B2B advertisers to execute search and display advertising programs across the Business.com platform.

Outside of GumGum, Greg enjoys running, cooking, collecting vinyl records and producing and performing experimental electronic music. Greg grew up in Minneapolis, MN and holds a B.A. in History from the University of Minnesota.